

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.
NEW YORK 17, N. Y.

April 17, 1945

Mr. Charles D. Neibel
221 Witherspoon Hall
Princeton, New Jersey

Dear Mr. Neibel:

The Pepsi-Cola Company is unable to sponsor the baseball broadcasts at this time. However, presentations have been made to other advertisers; we will keep you informed of any new developments.

Sincerely yours,

THE INTERCOLLEGIATE BROADCASTING SYSTEM
Louis M. Bloch, Jr.

LMBJr:sjb